

Fredericksburg Area Tourism

Including: Stafford County
Spotsylvania County
City of Fredericksburg

Strategic Marketing Plan
For Travel & Tourism

Market Research Report & Analysis

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NOTE: Tourism has it's own industry specific vocabulary. While reading this report you may encounter some unusual words or anagrams. The definitions of these tourism industry words, phrases and terms can be found in Section 12 of this report titled "Glossary of Terms".